EvaluatePharma®

# USA Sales, Volume and Pricing

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Quickly and confidently analyse the USA healthcare market using a trusted source for USA sales, volume and pricing including annual cost and volume per patient and discount transparency.

The USA is the #1 pharmaceutical market and very influential. Its complex market structure makes it difficult to understand the actual prices paid by patients and how much of the product they get at that price. Insight as to what makes up product sales is essential in order to: benchmark and conduct commercial assessments, position your product's value to justify its price to payers, craft pricing strategies and identify new opportunities for growth to maximise success.

**Some of the key challenges that companies grapple with include:**

Great deal of time spent collecting and collating data from multiple sources

Not enough time for analysis and strategy formulation

Not able to get actual retail prices nor understand patient volume

Unable to calculate annual cost per patient because it is too complex

Not able to get transparency on discounts off of list prices

## Key Features

- Comprehensive prescription drug pricing in the USA:
  - Includes primary care medications, injectable biotechnology products and vaccines
  - Sources: Retail Rx unit / pack prices (Medicaid), J-Code, NADAC, Federal Contract
- Exclusive cost per patient and number of patients treated calculations for top-selling USA Drugs including Orphan Drugs
- Off-invoice discounts insight (Payer / Wholesale rebates)
- Complete commercial context through EvaluatePharma content integration
- Methodology document that outlines: data sources, analytical methods and more

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**Key Benefits:**

- Save significant time by using a single, high quality source that integrates reported USA sales with volume and price measures
- Feel confident in your analyses since cost per patient per year calculations are credible and transparent to an indication level
- Make accurate commercial assessments via transparency to off-invoice discounting which can be up to 50% of a blockbuster's gross sales
- Fill knowledge gaps with coverage of difficult to model vaccines and biologicals

**Corporate Strategists**

Understand the trends on key brands in USA market by comparing sales, # patients and revenue per patient.

**Business Development Teams**

Conduct an efficient commercial assessment by looking at sales, volume, pricing, annual cost per patient and epidemiology data at the indication level.

**Pricing & Reimbursement Teams**

Construct a competitive pricing strategy by analysing actual prices achieved for injectable biologicals including off-invoice discounts.

**Top Level Methodology: Two Key Views**

## 1. By RX

**USA Sales:** Actual company reported sales.

**No. of USA Prescriptions:** Calculated based on Sales divided by Average Cost per Prescription.

**Average Cost per Prescription:** Based on average quarterly Medicaid prescription drug costs.

**USA VOLUME × USA PRICE = USA SALES**

## 2. By Patient

**USA Sales:** Actual company reported sales.

**No. of USA Patients:** Calculated based on Sales divided by Cost per Patient per Year.

**Revenue per Patient per Year ($):** Based on FDA Dosing schedule & observed Price per Mg.*

* Accounting for discontinuation of therapy.

Request a demo today

Download our USA Sales, Volume & Pricing Report

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**Download our Report** and request a demo today

Established in 1996, Evaluate Ltd is the trusted leader in high quality life science sector analysis and consensus forecasts to 2020. Evaluate's team of expert analysts transform life science information into insights so companies can perform well.

**EvaluatePharma®** delivers exclusive consensus sales forecasts and trusted commercial insight into biotech and pharmaceutical performance.

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The Evaluate services enable the life science community to make sound business decisions about value and opportunity.

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USA-SEPTEMBER-2015